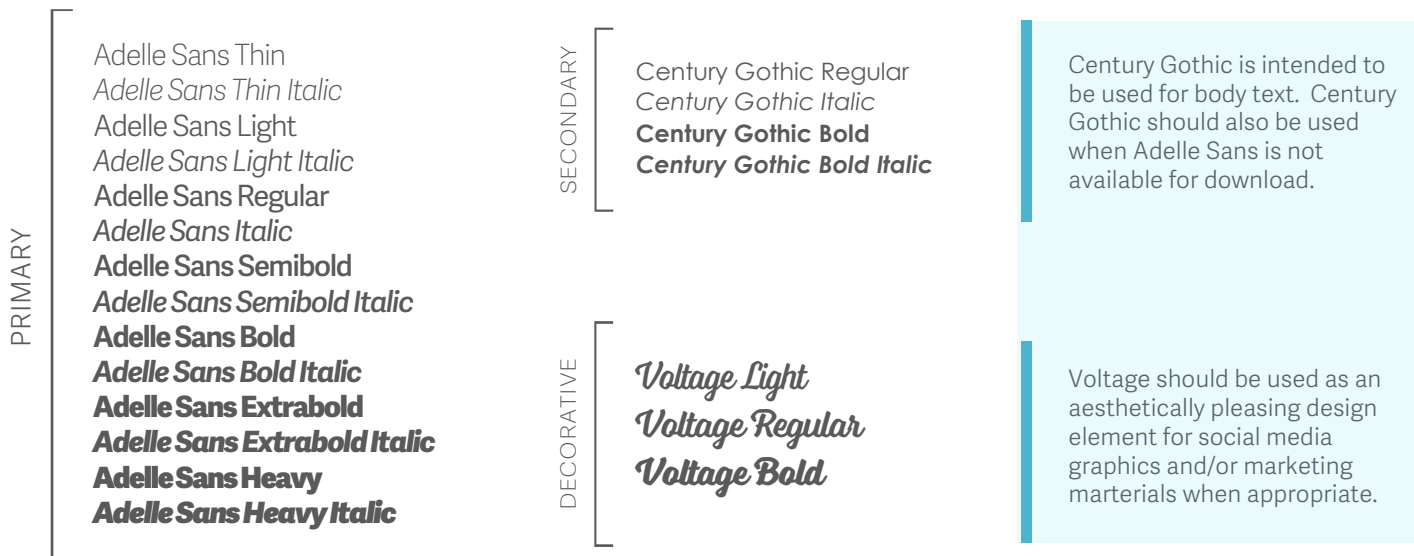


STYLE GUIDELINES

COLOR



TYPOGRAPHY



LOGO GUIDELINES

LOGO MARK



The logomark should be used for internal documents. The only instance in which the logomark should stand alone is when it is being used as a design element. As a one-color option, black or white is preferred.

HORIZONTAL



Missouri Department of
Economic Development

The horizontal logo is the primary logo for the Department of Economic Development. This logo was designed to stand alone for print or web. As a one-color logo, black or white is preferred.

VERTICAL



Missouri Department of
Economic Development

The vertical logo is a modified version of our primary logo that is only used internally. As a one-color logo, black or white is preferred.

USAGE EXAMPLES

Header/Footer
Icon / Element
Marketing Graphics

Print & Web
Header/Footer
Letterhead
Social Media

Print & Web
Header/Footer
Letterhead
Social Media

If any of these guidelines are unclear, or you are unsure which logo to use, please email ded.communication@ded.gov.mo

WHAT TO DO



ONLY USE COLORS FROM THE STYLE GUIDELINES FOR ALL LOGOS.



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WHAT NOT TO DO



DO NOT STRETCH, DISTORT, OR MODIFY THE LOGO IN ANY WAY.



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DO NOT USE UNBRANDED COLORS TO CHANGE LOGO VARIATION.



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DO NOT USE BRANDED COLORS TO CHANGE CREATE LOGO VARIATIONS.



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